CONCEPT PLAN


Pedestrian-hostile MLK Drive

The H.E. Holmes Study Area represents an auto-oriented, pedestrian-hostile collection of uses and buildings organized with little regard for other uses or the surrounding community. In this way, the area is typical of most post World War II car-dominated suburban development that assumed that all access would be by car. When the H.E. Holmes MARTA rail station was developed, it continued this disconnected, mono-use pattern by surrounding the station with parking and failing to provide any significant relationship between the station and areas within walking distance.

Today, the implications of this outdated community pattern are great. Pedestrians cannot safely and conveniently access nearby uses, traffic is forced onto one or two main streets, buildings are spread apart and fail to create a sense of place, and the public realm is grossly neglected by buildings that turn their back on anything other than their parking lots.

As the area ages both physically and demographically, and real estate trends citywide focus more on walkable, mixed-use communities, the failure of the H.E. Holmes Study Area to break away from this outdated model and emerge as a true community represents the greatest threat to the area's long-term vitality.

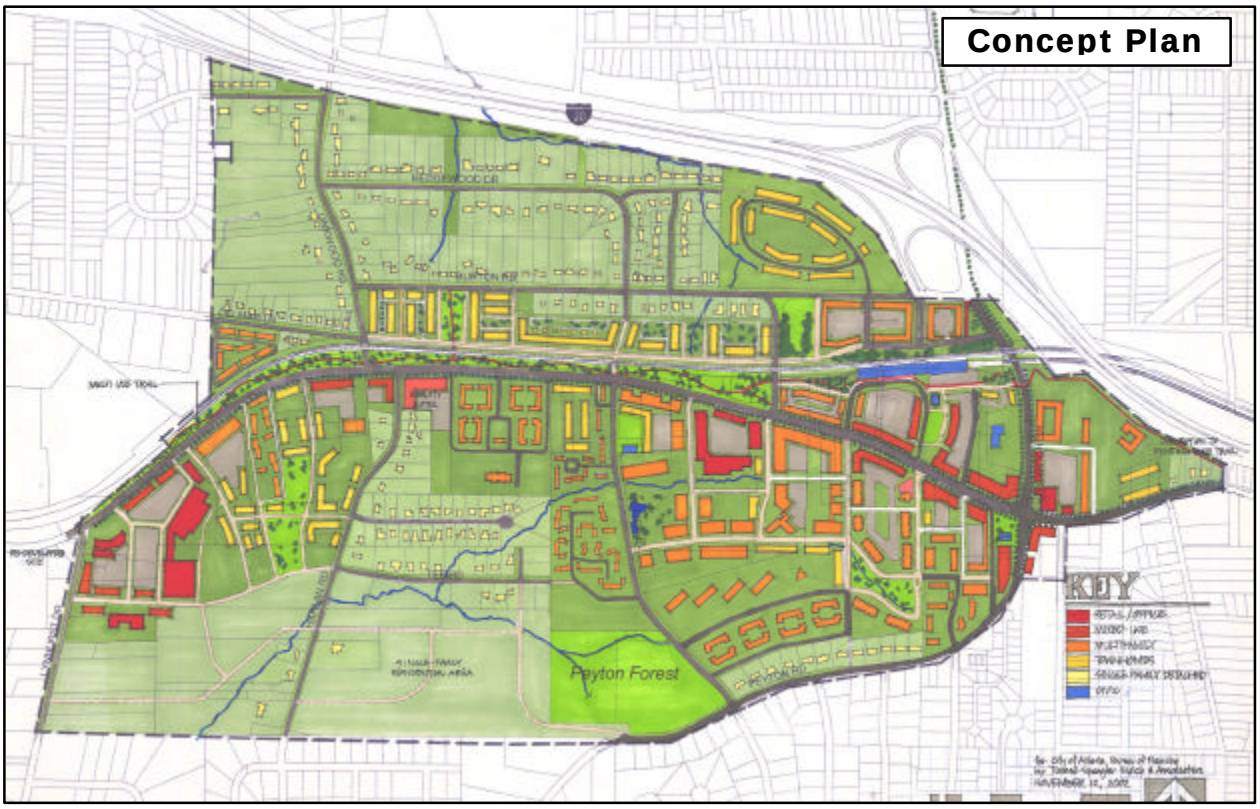
The long-term economic and social vitality of the H.E. Holmes Study Area requires a reconceptualization of the area from a collection of single, disconnected uses, to a cohesive, mixed-use and mixed-income walkable community based on the time-honored principles of good community design. Additionally, market trends, community desires, and government policies, programs and projects across the Atlanta region are supporting the concentration of these very communities around transit facilities, such as the H.E. Holmes MARTA rail station.

Key Concepts

The LCI Study Team developed the following key concepts to guide the proposed Concept Plan:

- Define a neighborhood that balances the needs of pedestrians, bicycles, transit, and drivers.
- Create an interconnected street network that supports pedestrians as well as shorter local auto trips and transit.
- Mix land uses transitioning from medium-density mixed-use and multi-family closest to the MARTA station, to single-family homes at the edges, interspersed with neighborhood-retail nodes.
- Protect existing single-family neighborhoods and sensitively integrating them into the community plan.
- Encourage a diversity of new housing types and price points to reflect changing demographic needs, community desires, and the requirements to support retail in a mixed-use environment.
- Create a series of intimately scaled public squares, parks, community focal points, greenways, and natural open spaces.

After carefully balancing design considerations, market realities, community desires, transportation needs, and City of Atlanta policy, the LCI Study Team develpoed the final concept described in the following sections and shown below and in Attachment Map A.



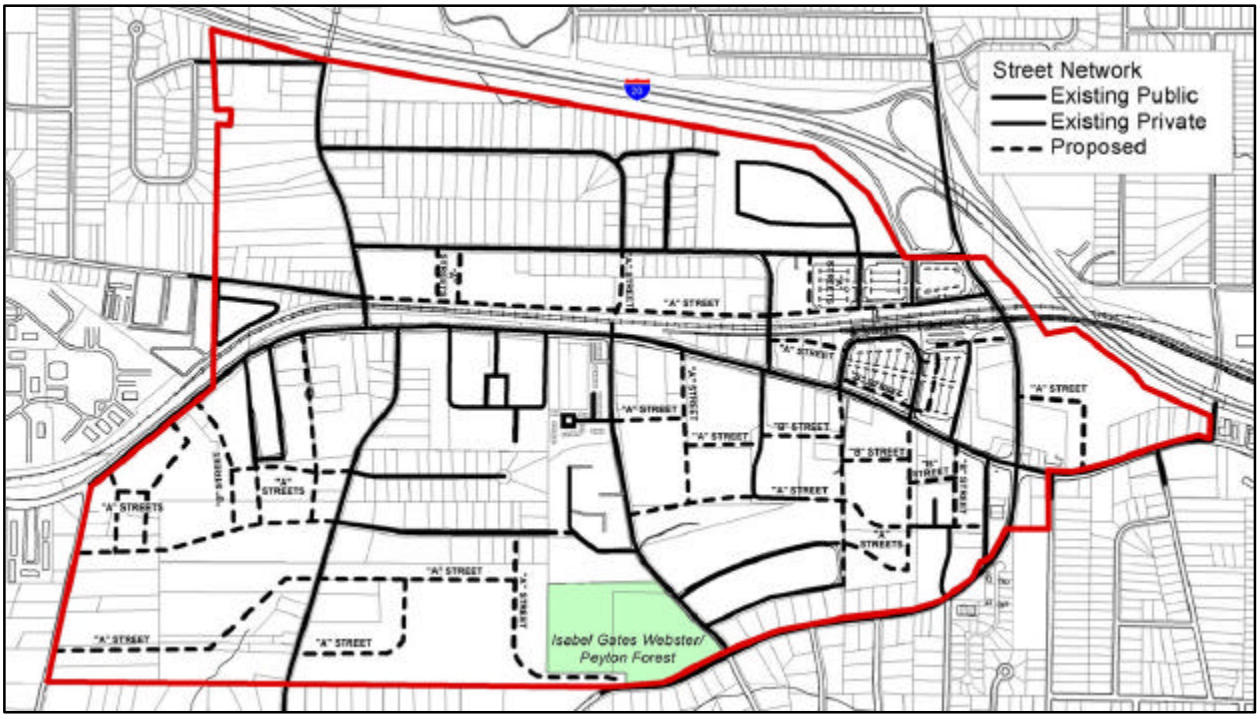
Organizational Framework

Small Blocks and Streets

Communities constantly change. Buildings are built and destroyed, residents come and go, but the nature of many communities remains constant because of the their system of small blocks, and streets. Often these are thought of as the "bones" of a community. In the Study Area, an interconnected system of streets and small blocks is proposed to organize space, provide connections, and create a framework for the gradual transformation. These streets could be public or provide, but their essential nature rests in their ability to provide pedestrians, drivers, and bicyclists with options. New streets can be divided into "A" and "B" streets. (See map below or Attachment Map B.)

"A" Streets are pedestrian friendly and beautiful. They are where a quality streetscape is provided and buildings respect and frame the street. In residential areas "A" Streets should have a streetscape consisting of a five foot wide tree planting and street furniture zone adjacent to the curb and a six foot wide clear zone. In commercial and mixed-use areas the clear zone should be expanded to ten feet.

"B" Streets are service streets. On them the streetscape can be modest and uses such as loading docks, garage entrances, and servicing may be located. On "B" streets, six foot wide sidewalks may be provided next the curb, but can be omitted in cases where loading needs consume available space.



Open Space Framework

Public Spaces for All

Public open space is essential for a quality community. However, the ability of open space to foster community interaction and quality growth is more a function of the placement and design of open space than is sheer quantity. In this spirit, the Concept Plan calls for strategically located open spaces in high-visibility locations.

The core of the open space concept is linear park running south of the existing railroad line, between MLK Drive and said right-of-way. In some cases, this park could run below the existing elevated MARTA line, and any potential expansion thereof. The park should accommodate the multi-use greenway trail identified in the Atlanta Commuter On-Street Bike Plan and should primarily serve as a screen for the railroad to the north.

The linear park connects with smaller, intimate parks along its length. On the MARTA property, a linear community park creates a visual connection between the station and MLK Drive and provides space for community gatherings, festivals, and performances. To the east, in the northern one-third of the block defined by MLK Drive, Peyton Road, and H.E. Holmes Drive, a more passive square serves a symbol for the area and provides space for smaller-scale events.

On the north side of the MARTA property, the existing retention area is transformed into a park, while farther west, an intimate square is created as part of redevelopment of the former cabinet factory site.

Within proposed multi-family areas, smaller pocket parks are proposed to protect stream banks and create passive gathering spots.

Bicycle Facilities

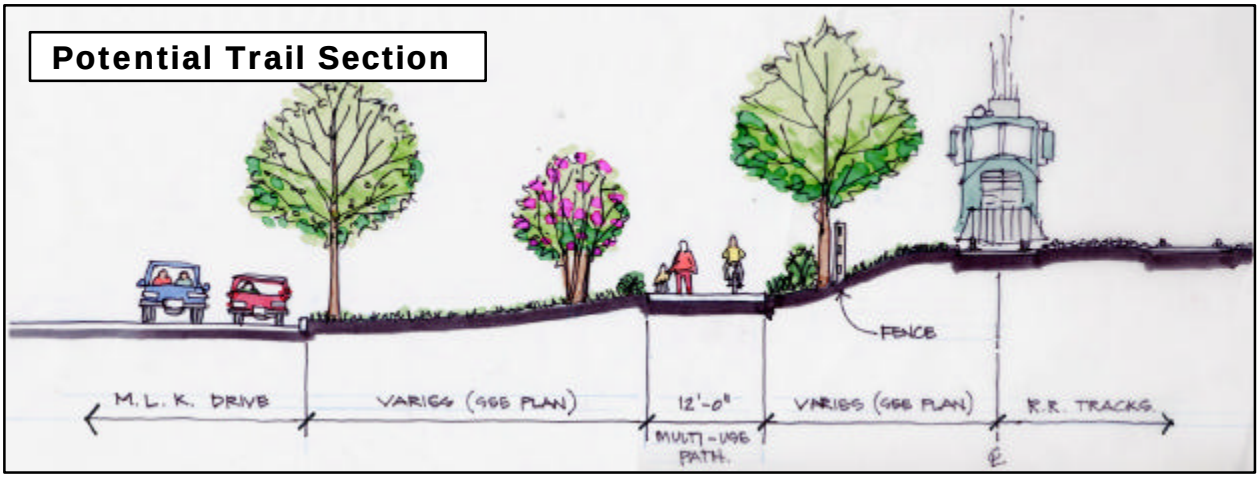
Making Cycling Safe and Convenient

To promote bicycling, the Concept Plan supports existing bicycle plans and proposes new ones. The proposed bicycle routes identified in the Atlanta Commuter On-Street Bike Plan for Lynhurst Drive and Peyton Place are continued, as is the greenway running south of the rail line. The Concept Plan also supports the long-term development bicycle lanes on MLK Drive.

The key difference between the Concept Plan and existing City policy and projects is that the current City greenway plan ends at H.E. Holmes Drive. However, given plans for development of a new multi-family complex to the east, the opportunity exists to obtain an easement for extending the greenway trail farther east to the existing bike route along Fairfield Place. In addition to providing greater connectivity, such improvement could also reduce the need for cyclists to use MLK Drive while within the Study Area. (See graphic below for typical trail section)

The connection over H.E. Holmes Drive could occur mid-block between the rail line and MLK Drive. To ensure adequate site distance a crossing could be created north of Grace Covenant church, across from the proposed entry into the multifamily complex and the proposed entry to the MARTA property. Such intersection/crossing, which could possibly warrant signalization, would concentrate turning movements and provide a safe pedestrian crossing.

At the MARTA station and new developments bike racks should be provided to support bicycling.



Land Use Framework

From Center to Edge

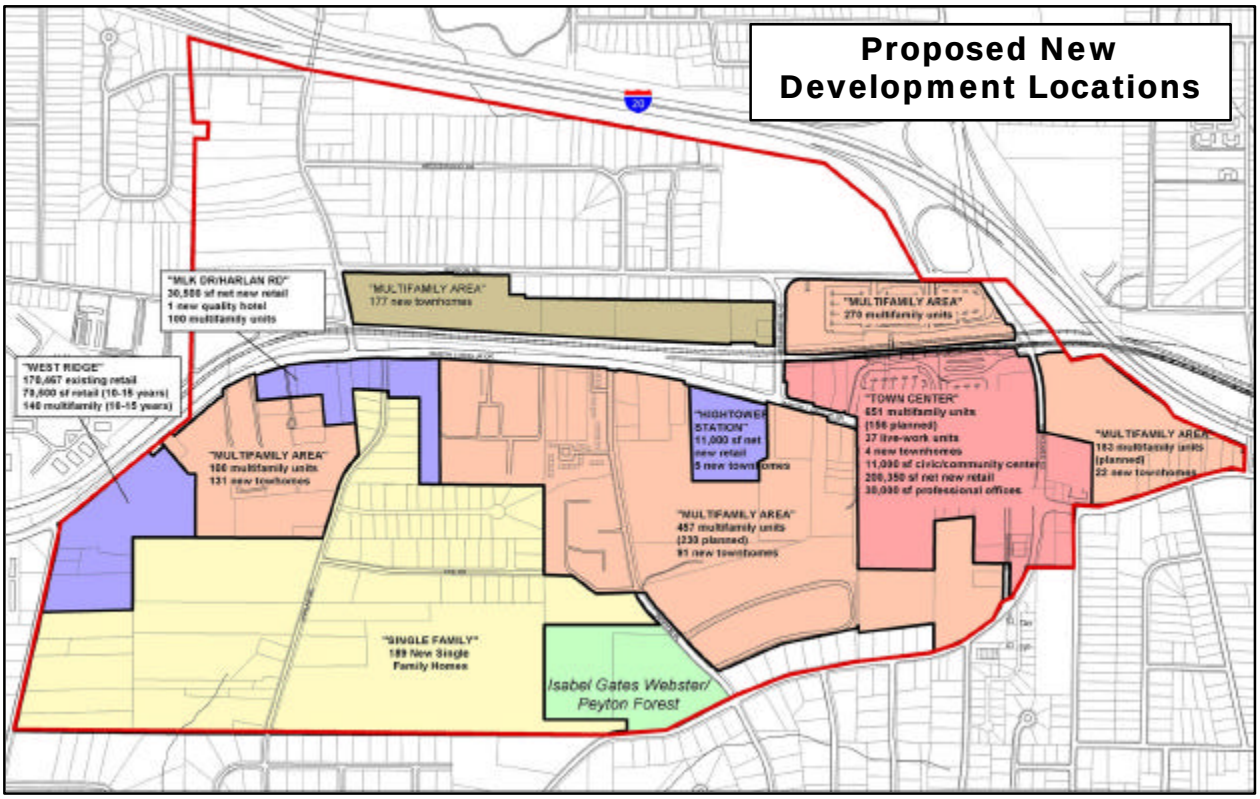
The proposed community pattern concentrates the highest intensity and mixture of uses closest to transit and, to a lesser extent, on currently under-utilized commercial and industrial properties. From these centers, uses will transition to multifamily, and eventually single-family uses.

The land use framework represents the potential for the following over ten years (see following map or Attachment Map C):

- Proposing a mix of land Net gain of 116,000 sf of retail/commercial
- Net gain of 33,500 sf of new professional offices
- 7,000 sf of civic space on the MARTA property
- 8,000 sf multi-purpose community facility
- 1,755 new multifamily units (including 569 currently-planned)
- 253 new townhouse units
- 189 new single-family homes
- 1 revitalized quality hotel

Over fifteen years the land use framework represents another:

- 70,500 sf of retail/commercial
- 140 new multifamily units



The Town Center

The Heart of the Community

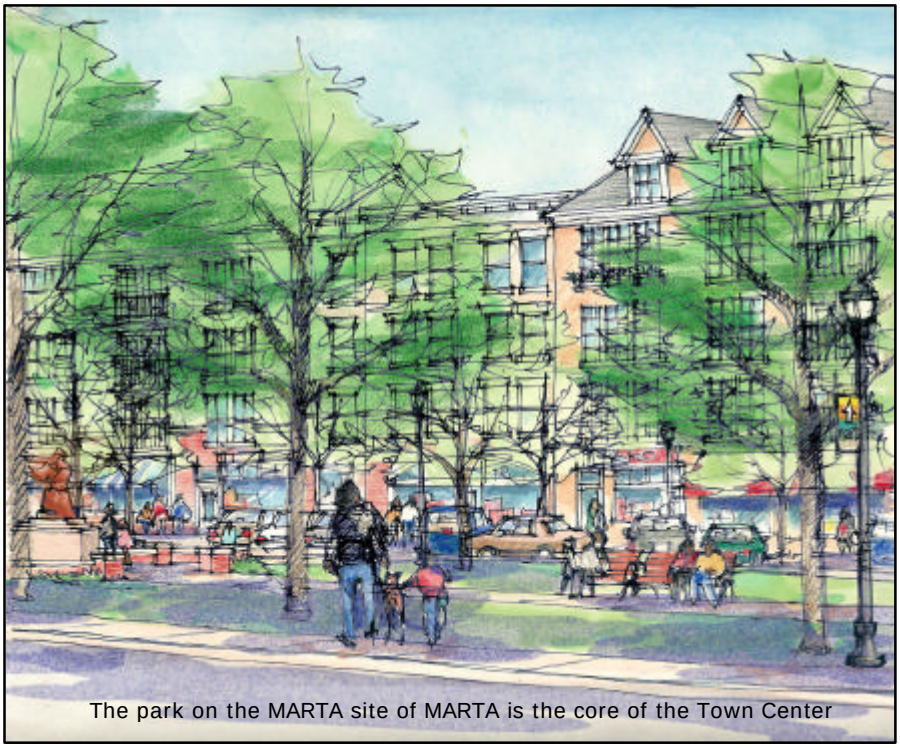
The mixed-use core of the LCI Study Area is proposed for the area around the H.E. Holmes MARTA station and MLK Drive within the vicinity of the station and generally within a ten-minute walk of the MARTA station.

Because the area currently has no definable "center", this proposal creates a center on the MARTA property (see next section) and anchors the area by two distinct community parks.

Throughout the Town Center, mixed-use buildings are encouraged on high-traffic streets, while single-use residential uses are located farther away. Most of these buildings do not exceed three stories, although slightly higher buildings are acceptable on the MARTA property. (See next section.)

To create a manageable retail environment, reflect limited demand for retail space, and locate retail in workable locations, retail uses are focused along MLK Drive between Westland Drive and the intersection of MLK Drive and H.E. Holmes Drive. Retail could also locate along the park extending into the MARTA property. This location works especially well for restaurants, and rail-oriented convenience retail. Retail tenants in the Town Center should include more pedestrian-oriented destination users, such as a sit-down restaurant, art galleries and small shops.

Including the south MARTA property, the Town Center is proposed to contain:
200,350 sf of new retail/commercial space (displacing 110,000 sf of current retail/commercial),
30,000 sf of office,
651 new multifamily units,
4 new townhouse units,
37 new live-work units, and
11,000 sf of community space.



The park on the MARTA site of MARTA is the core of the Town Center

The MARTA Property

A Transit-Oriented Core

The core of the Town Center is the MARTA property. The MARTA property is proposed to contain two distinct areas on its north and south sides, both tied together with a new boulevard.

Over the next ten years, the MARTA property represents the potential for 40,100 sf of retail space, 32,500 sf of office space, a 7,000 square foot civic building, and 518 housing units. Of the 518 housing units, it is anticipated that 37 could be small live-work units fronting MLK Drive.

See map below or Attachment B for a larger scale.

Phasing:

To respond to market and operation realities, redevelopment of the MARTA property would need to occur in three phases.

Phase I should include redevelopment of the existing unused surface parking lot located south of the station. This phase could occur as early as 2003, as there would be no loss of patron parking. In addition, this phase could define a unique "place" on the MARTA property and encourage further quality development in the station area.

Phase II is contingent upon the development of a 1,100 space parking structure on the south side of the station to accommodate parking that would be displaced by new development on existing surface lots. As a result, this phase is unlikely to occur until 2007 at the earliest. Phase II includes the redevelopment of all remaining MARTA surface parking lots.

Phase III includes the development of 37 live-work units on land west of the MARTA property, but not owned by MARTA. Such investment would need to be entirely privately initiated, as MARTA has no plans to acquire additional property for development. As such, this phase should occur in 2011, after property values and rents have risen enough to make redevelopment of a commercial property into residential economically viable.

South MARTA:

The total amount of retail/commercial space proposed for the south side of the MARTA site is 72,600 sf, including 32,500 sf of offices, which could house users currently in the Study Area who relocate as their existing facilities are redeveloped. Additionally, a 7,000 to 8,000 square foot, two-story civic building is proposed. This civic building could house a small

library branch, a MARTA police precinct, a post office, a small multipurpose community facility, or any combination thereof.

Residential uses in this area could include 211 above-shop loft-style units and 37 live-work units.

Around the park south of the station, buildings should be designed to accommodate both retail and residential uses over the next fifty years as the market dictates. The park area represents the best opportunity to create a sense of place within the Study Area in a short period of time. As such, retail uses proposed for this area should include both transit-oriented convenience uses and destination uses, including a potential sit-down restaurant. Retail uses not relying on transit should be located as close to MLK Drive as possible, to ensure maximum visibility.

Over the long-term, parking should be provided in a deck. The deck should be a seven-level, 1,100 space deck wrapped by mixed-use buildings. Eight hundred-forty of these spaces should be reserved for MARTA patrons, while the remainder are sufficient to park multi-family and commercial uses, assuming that some of the MARTA spaces can be used during evening for restaurant or retail parking.

Because parking decks floors are lower than residential and mixed-use floors, the decks will be able to be hidden by a four level building.

North MARTA :

The north side of the MARTA property should be divided into three blocks and developed into 270 units of housing, of which one-third should be geared towards seniors.

The buildings could contain a single-level flat on the ground floor, with a two-level unit above. This ensures maximum variation of housing-types and a range of lifestyle options.

To the west, a small park is proposed for the retention pond. A small park is also proposed south of the intersection of Burton Road with H.E. Holmes Drive. This small park could serve as a passive gathering place and could provide a strong visual entry into the Study Area for those arriving from the north.

Small Commercial Nodes

Convenience Goods and Services

Three Nodes of neighborhood-oriented commercial uses are proposed to be located along MLK Drive west of the Town Center. Together, these nodes represent 338,750 sf of retail/commercial space, of which a net of 31,500 sf is new and could be absorbed in the next 10 years. Another 70,500 is possible over the next 10 to 15 years. Tenants in these nodes should be more auto-intensive neighborhood-oriented stores, similar to those in the existing centers.

These nodes also represent a potential 102 units of housing in the next 10 years, and a potential 140 units in the next 10 to 15 years.

Hightower Station:

The first node incorporates the existing Hightower Station and includes adding a small outbuilding along MLK Drive. Along a proposed new street to the west, the center is proposed to be re-oriented so that buildings face the new street. Residential uses within this node are limited due to proximity to adjacent residential areas.

This node is proposed to contain the current 56,283 sf of the Hightower Station shopping center, plus an additional 11,000 sf of street-oriented retail on MLK Drive, and five townhouse units.

MLK Drive / Harlan Road:

The second node is clustered around the intersection of MLK Drive and Harlan Road. Within this node, new construction contains one floor of shops or offices with two levels of flats above.

This node is proposed to contain a maximum of 30,500 sf of street-oriented retail on MLK Drive, 97 units of above-shop and behind-shop rental units, and a new hotel on the current hotel site.

This plan would result in the removal of 10,000 sf of current retail/commercial space.

West Ridge:

The third node is the existing West Ridge Shopping Center. Because the center was recently upgraded, this node focuses on creating a long-term framework for transforming the existing center into a more pedestrian friendly area over the long-term through the inclusion of new streets, street-oriented buildings, and potential second and third story residential.

This node is proposed to contain the current 170,467 sf existing shopping center. Over the long-term, the site could accommodate a potential 70,500 sf of street-oriented retail and 140 units of above-shop rental housing.

MLK Drive

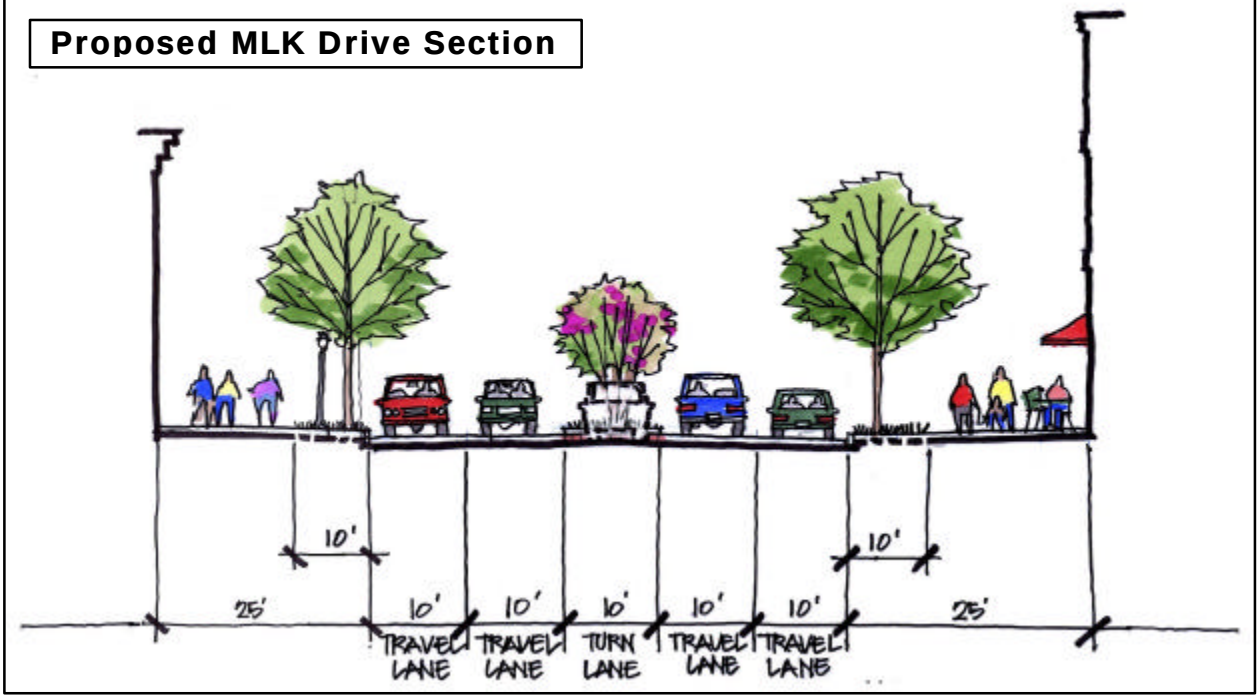
Taming the Arterial

For the long-term transformation of the Study Area to be successful MLK Drive must be sensitive to the increasingly pedestrian-friendly and village-like context. Presently, it is a five-lane arterial road, containing two lanes in each direction plus a center lane used specifically for left turns. Because of the wide overall expanse of the street, drivers often tend to drive at excessively high speeds. This, in turn, makes it very dangerous for pedestrians to cross the street.

Because MLK Drive will continue to serve regional traffic, the Concept Plan calls for balancing the street's regional role with its newfound role as community "Main Street". The Concept Plan calls for preserving vehicular capacity along the street, but calming its nature through physical improvements and upgrades.

The core of the proposed solution is twofold. First, it calls for re-marking pedestrian crossings to make it safer for pedestrians to cross MLK Drive. The new crosswalks will alert drivers to watch for pedestrians crossing the street. Second, and more importantly, it calls for installing pavers and a limited number of islands planted with small trees, such as crape myrtle, in the

Proposed MLK Drive Section



current center turn lane. In addition to beautifying the street, these improvements will psychologically narrow the travel lanes and, thus, reduce incidents of speeding.

While pavers can be used along the entire corridor, the tree islands will need to be located so as not to interfere with turning movements. In this way, they should generally be located in segments and intersections with a limited number of left turn movements, such as those at existing and future intersections between Westland Drive and Lynhurst Drive. (See Traffic Calming Section for more details.)

More long-term improvements will be created with the addition of new streets. As new streets are developed, pedestrian friendly intersections with MLK Drive should be created. Additionally, site redevelopment will provide opportunities to reduce curb cuts and provide acess from new side streets. The suggested sidewalk width for new developments is twenty-five feet, including a ten-foot Street Furniture and Tree Planting Zone.

Sidewalks

Essential Facilities

In a true walkable community sidewalks are some of the most important public spaces. The Concept Plan calls for a two-part approach to sidewalks.

Public Improvements:

The Concept Plan calls for sidewalks to be constructed within the City right-of-way in the short term. These sidewalks should be paid for by public funds, and should be, for the most part, modest.

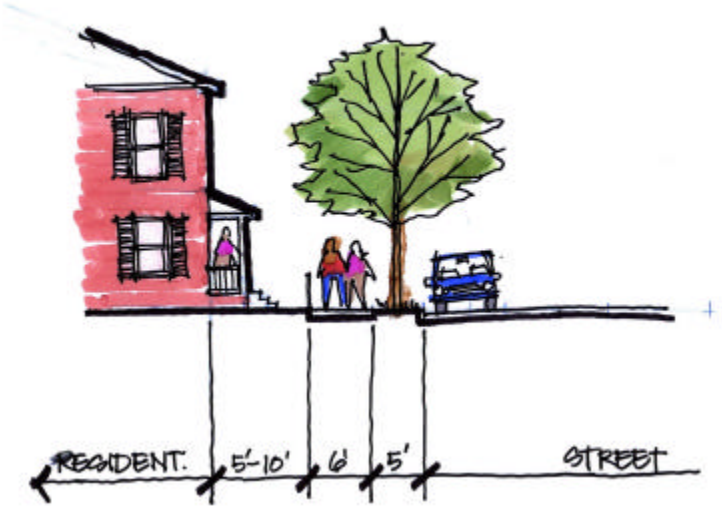
Private Improvements:

Over the long-term, as new development occurs in multifamily and mixed-use areas, public sidewalks should be augmented with wider sidewalks located on private property. This is similar to the approach taken in Midtown and Downtown, where private developers are required to expand the sidewalks adjacent to their property at such time as they build a new building. With the exception of MLK Drive and H.E. Holmes Drive, which should have a 25 foot side sidewalk along their length, the width of privately funded sidewalks should be largely determined by the adjacent land uses, as shown in the following sections.

Multifamily Streets

In multifamily areas, new sidewalks should have a minimum width of eleven feet. This includes a five feet wide street furniture and tree-planting zone adjacent to the curb, and a six feet wide Clear Zone. (See graphic below.)

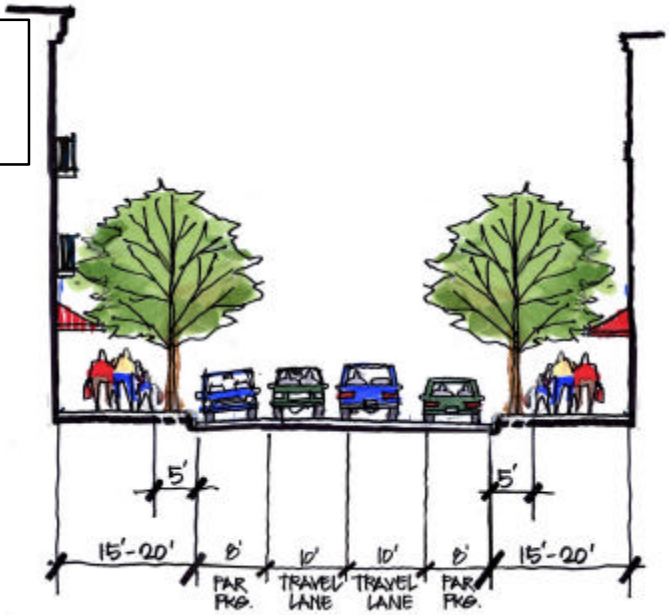
Multifamily Sidewalk



Mixed-Use and Commercial Streets

In mixed-use and commercial areas, new sidewalks should have a minimum width of fifteen feet. This includes a five feet wide street furniture and tree-planting zone adjacent to the curb, and a minimum of ten feet wide Clear Zone. (See graphic below.)

Mixed-Use & Commercial Sidewalks



Multifamily Areas

Providing Housing Options

Multifamily uses are proposed for the areas between the commercial nodes, and for currently RG-zoned properties. Multifamily uses should not exceed three floors, and should be a combination of townhouses or rental flats.

In the multifamily areas, the Concept Plan shows 253 new townhouse units, and 1,755 new flat-style housing units, which could be rental or owner-occupied, depending on the market. The 1,092 unit number includes the 569 total units proposed for behind the West Lumber site, across from the MARTA station on MLK Drive, and along Peyton Place.

Multifamily areas in the Concept Plan are shown as true neighborhoods, rather than just “developments”. Buildings are located on interconnected streets, open space is provided, and wide sidewalks provide a pleasant and inviting streetscape. In the Concept Plan, gated drives and high fences are non-existent, and the buildings are set close to the street. (See image below)

Multifamily street showing wide sidewalks, pedestrian-scale fences, and street-oriented buildings

Single-Family Areas

Preserving Existing Character

The Concept Plan calls for protecting existing single-family areas from commercial and multifamily encroachment. The plan calls for as many as 189 new single-family homes in the southwest corner of the Study Area.

Transit Improvements

Providing Better Facilities


Bus shelter with schedules

The Concept Plan does not call for significant changes in the transit system. The potential extension of the MARTA rail line west to Fulton Industrial Boulevard could improve regional transit access, but would not address the immediate needs of the Study Area. To address this need, a study should be undertaken to determine the feasibility of a "neighborhood" transit shuttle to provide access to and from the station and areas off MLK Drive, particularly neighborhoods of single-family housing that are not considered to be in walking distance to the station. Such a recommendation is consistent with the LCI goals, as it will provide mobility to individuals without automobile access as well as an alternative to automobile-oriented travel to and from the MARTA station.

Additional transit-related improvements called for in the Concept Plan include the placement of quality bus stop facilities along MARTA routes in and around the Study Area. Comfortable, safe, and well-lit bus stops/shelters with posted schedules will encourage transit ridership within the Study Area as well as transit-based connectivity to the overall region via the MARTA rail station and other bus routes. The installation of a directory map for location in the MARTA station that shows major attractions and has directions in English and Spanish would help connect the station to its immediate surroundings.

Traffic Calming

Respecting the Neighborhood's Quality of Life

The goal of traffic calming is to reduce the negative impacts associated with automobile traffic in a localized area. In particular, traffic calming is aimed at reducing either the number of vehicles in an area, the speed at which vehicles travel, or both. Traffic calming requires implementing measures that change or otherwise influence driver behavior and improve the residential amenities as well as access to commercial and other activities.

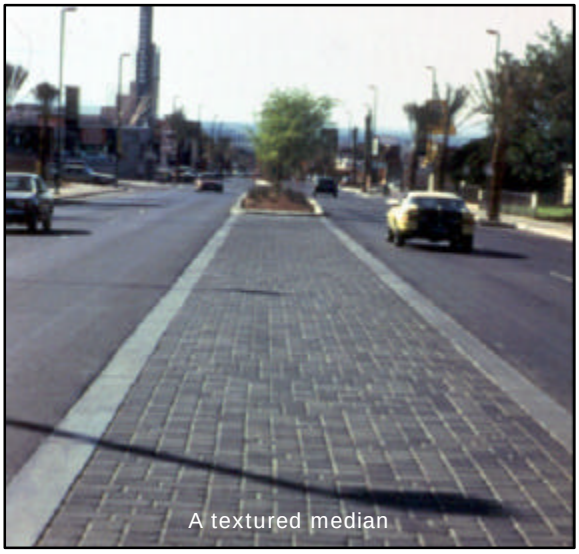
Traffic calming measures include limited opportunities to perform turning movements, the closing of roadways to vehicular traffic, vehicle size restrictions, one-way streets, roundabouts, median entry treatments, medians, roadway intrusions and diverters, and even conventional devices such as speed bumps and enforcement.

At the local level, traffic calming is of major benefit to the residents (often at the expense of the drivers). As with vehicular traffic, traffic calming is intended to change the behavior of non-vehicular traffic (e.g., pedestrians and bicycles) by creating both the reality and perception of a safer environment.

The Concept Plan includes three traffic calming measures: Arterial median treatments; Pedestrian-oriented median entries; and Traffic tables.

Arterial Median Treatments:

Arterial median treatments are referred to as horizontal speed control measures (as opposed to vertical measures such as speed bumps and traffic tables). Medians are appropriate speed control measures on arterials when the 85th percentile speed[2] is greater than 5mph above the posted speed limit. Arterial medians can be used to effectively reduce lane width on arterials thereby reducing speeds[3]. They can also be used to provide pedestrian refuge and are considered ideal for arterials within



A textured median

[2] Speed at which 85% percent of the traffic is traveling at or below.
[3] The Transportation Research Board suggests that a reduction in lane width from 12' to 11' alone may result in a 1.9 mph reduction in free-flow speed. Reduction to 10' lanes can lower free-flow speeds by 6.6 mph.

residential areas, commercial areas, and business districts. When installed downstream of an intersection, medians are effective in slowing approaching traffic, which further contributes to a pedestrian safe environment. Aesthetically pleasing medians can also serve as an identifier to communicate to through traffic that they are passing through a community.

Due to the important role MLK Drive plays in regional commuter transportation as well as providing access to adjacent development, a raised median is not recommended. Instead, a textured two-way left-turn lane (TWLTL) median is recommended. An example of a textured TWTL is shown below. A plan view of what a textured TWLTL might look like on MLK is presented on the previous page.

Pedestrian-Oriented Median Entries to Side Streets:


A street entry feature

When integrated with arterial median treatments, median entries to side streets further enhance the community-oriented identity of a corridor. Median entries also provide a pedestrian refuge. Many of the intersections along MLK Drive generate relatively large turning movement volumes. Pedestrian-oriented median entries will allow pedestrians (and bicyclists) to cross the side streets safely by not having to simultaneously negotiate traffic turning to and from each side street. Examples of pedestrian-oriented median entries on side streets are shown above and below.


A street entry feature

As shown at right, the crosswalk at the median entry itself can be textured and, when done so similarly to the arterial median it effectively delineates the community and emphasizes the presence of pedestrians and bicycles.

In an effort to calm traffic and provide pedestrian refuge within neighborhoods (down the side streets), intersection islands can be installed to accommodate midblock crossing of minor roads. (An example of such an application is shown at right.)

Traffic Tables:


A traffic table

Traffic tables are an example of vertical speed control measures and are essentially elongated speed bumps. As does a speed bump, traffic tables require drivers to slow down to comfortably negotiate the feature. Due to longer vehicles and higher clearances, properly designed traffic tables do not significantly impede emergency vehicles[4]. Traffic tables are often used at intersections where they not only slow traffic through the intersection, but also discourage traffic control violations that might otherwise endanger pedestrians and bicyclists. As with intersection islands and medians, traffic tables can be textured to delineate pedestrian and bicyclist traffic areas as well as provide aesthetic continuity. Several examples of traffic tables are provided below.


A traffic table


A traffic table

[4] Commonly cited as a negative impact of community traffic calming measures.

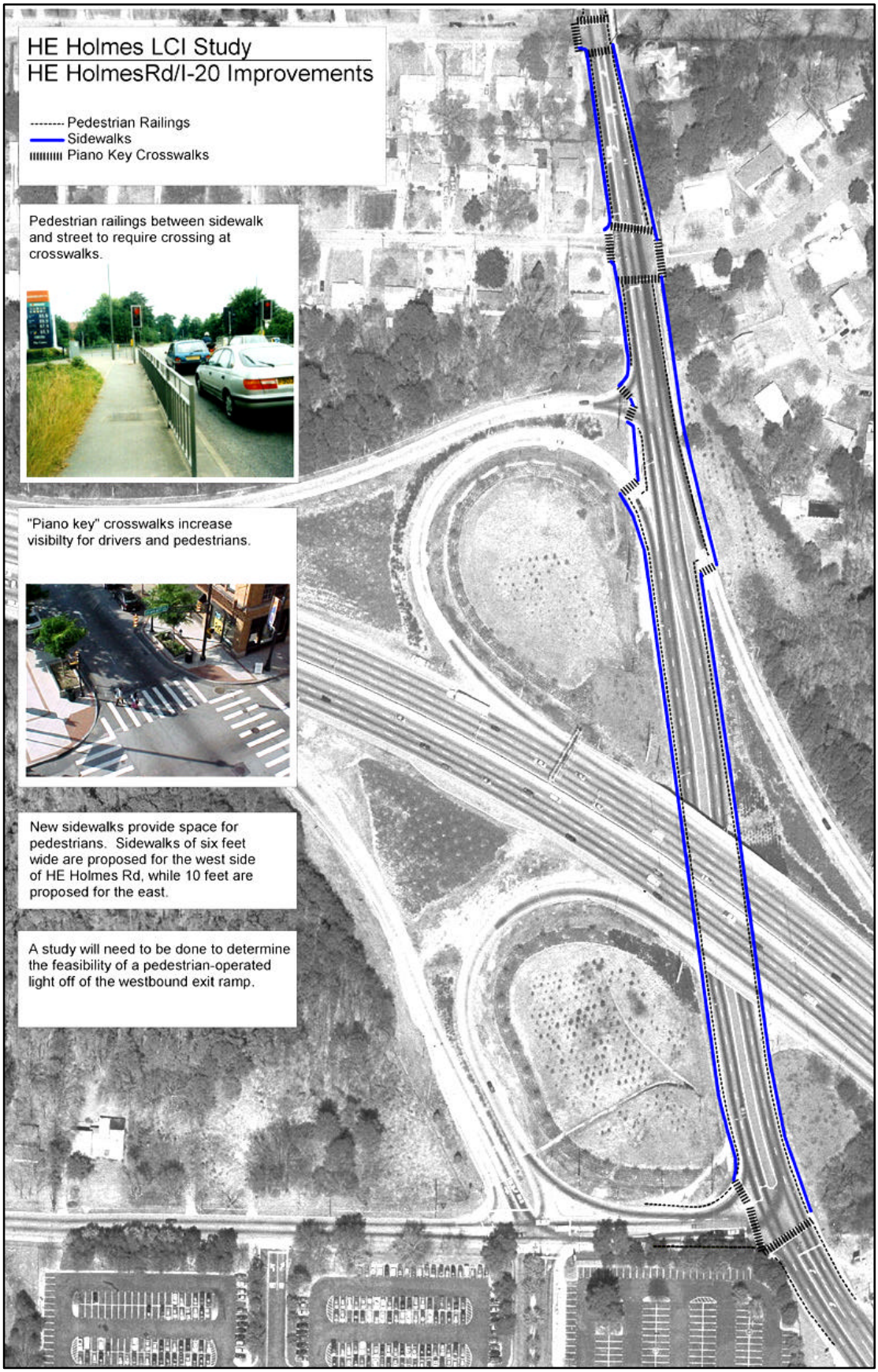
H.E. Holmes Drive and I-20

Balancing User Needs

H.E. Holmes Drive between the MARTA rail line and Douglass High School represents a significant challenge. Because of the I-20 interchange and high pedestrian traffic in the area, the need exists to reduce pedestrian-vehicle conflicts while at the same time recognizing existing legal frameworks associated with Georgia DOT routes and the Interstate Highway System.

The Concept Plan recognizes that the interchange with I-20, in particular, warrants further study before a long-term plan can be established. However, there are several key short term improvements that can be made to address two of the most pressing problems in the area, namely jaywalking and intrusion of pedestrians (primarily students) into streets during peak pedestrian traffic hours.

The Concept Plan proposes upgrading all sidewalk and crosswalk infrastructure along H.E. Holmes Drive by widening and building sidewalks and repainting crosswalks with piano bar style crossings. Such improvements would provide additional sidewalk capacity and improve operations and visibility for pedestrians and drivers. At the same time, it proposes a series of pedestrian-style railings to be located at the back of the curb along H.E. Holmes Drive and a small portion of Burton Road. These railings would, in essence, force pedestrians to cross at designated locations and would eliminate jay-walking. (See figure on next page.)


HE Holmes LCI Study
HE HolmesRd/I-20 Improvements
Pedestrian Railings
Sidewalks
Piano Key Crosswalks
Pedestrian railings between sidewalk and street to require crossing at crosswalks.
"Piano key" crosswalks increase visibilty for drivers and pedestrians.
New sidewalks provide space for pedestrians. Sidewalks of six feet wide are proposed for the west side of HE Holmes Rd, while 10 feet are proposed for the east.
A study will need to be done to determine the feasibility of a pedestrian-operated light off of the westbound exit ramp.

Traffic Impacts

Understanding the Concept Plan

To ensure that the Concept Plan does not overburden facilities in the Study Area, an analysis of future conditions was undertaken. Future traffic conditions were estimated from the land uses proposed in H.E. Holmes LCI Concept Plan using the procedures established by the Institute of Transportation Engineers (ITE). The ITE *Trip Generation* procedures are generally used to predict vehicle trips attributable to self-standing land use types. For this reason, the new trips projected were adjusted to account for the mixed-use nature of much of the land uses proposed and to account for the presence of the MARTA station and associated bus routes. The following reduction factors[5] were used:

- A 20% reduction in overall residential-based trips for proposed residential developments in or near mixed-use areas (e.g., in and around MARTA);
- A 40% reduction in overall commercial-based trips for proposed commercial developments in or near mixed-use areas; and
- A 20% reduction in vehicle trips due to presence of transit.

Trips are generally categorized as *productions* (trips associated with residential land uses) and *attractions* (trips associated with residential land uses). The projected trip productions and attractions for the LCI Study Area are presented in the following tables for a typical weekday, the AM peak hour, and the PM peak hour, respectively. In order to ensure the most conservative analysis possible, please note that the numbers used for these trip generation calculations are typically higher than those included in the Concept Plan.

[5] Reduction factors are based on procedures recommended by ITE in 1998 edition of the *Trip Generation Handbook.*

Table 1 Projected Trips for a Typical Weekday

Residential Land Use	# Dwelling Units	# Trips	Future Total Trips	Future Vehicle Trips
S.F. off Harlan	189	1862	1490	1490
M.F. - Harlan @ MLK	200	1333	1066	1066
M.F. off Peyton Place	227	1495	1196	1196
M.F. north MARTA	270	1752	1402	1122
M.F. @ Town Ctr	651	4036	3229	2583
Currently planned	569	3545	2836	2836
T.H. on Burton	177	1058	846	677
T.H. off Harlan	131	819	655	655
T.H. off Peyton Place	91	601	481	481
T.H. with retail on MLK	5	51	41	33
T.H. @ Town Ctr	4	42	34	27
T.H. west of Holmes	22	180	144	144
Total daily trips produced	**2536**	**16773**	**13419**	**12308**
Commercial Land Use	**# Dwelling Units**	**# Trips**	**Future Total Trips**	**Future Vehicle Trips**
Office @ Town Ctr	43.5	700	525	315
Retail @ Town Ctr	80	5906	4429	2657
Retail at Harlan	30.5	3177	2383	1906
Retail on MLK	11	1649	1237	989
Total daily trips attracted	**165**	**11431**	**8574**	**5868**

Table 2 Projected Trips for the AM Peak Hour

Residential Land Use	# Dwelling Units	# Trips	Future Total Trips	Future Vehicle Trips
S.F. off Harlan	189	142	113	113
M.F. - Harlan @ MLK	200	103	82	82
M.F. off Peyton Place	227	116	93	93
M.F. north MARTA	270	137	110	88
M.F. @ Town Ctr	651	327	261	209
Currently planned	569	286	229	229
T.H. on Burton	177	80	64	51
T.H. off Harlan	131	63	51	51
T.H. off Peyton Place	91	48	38	38
T.H. with retail on MLK	5	5	4	3
T.H. @ Town Ctr	4	4	3	3
T.H. west of Holmes	22	15	12	12
Total daily trips produced	**2536**	**1326**	**1061**	**973**
Commercial Land Use	**# Units**	**# Trips**	**Future Total Trips**	**Future Vehicle Trips**
Office @ Town Ctr	43.5	96	72	43
Retail @ Town Ctr	80	140	105	63
Retail at Harlan	30.5	79	59	47
Retail on MLK	11	43	32	26
Total daily trips attracted	**3046**	**358**	**268**	**179**

Table 3 Projected trips for the PM Peak Hour

Residential Land Use	# Dwelling Units	# Trips	Future Total Trips	Future Vehicle Trips
S.F. off Harlan	189	191	152	152
M.F. - Harlan @ MLK	200	127	102	102
M.F. off Peyton Place	227	142	113	113
M.F. north MARTA	270	165	132	105
M.F. @ Town Ctr	651	371	297	237
Currently planned	569	327	261	261
T.H. on Burton	177	115	92	73
T.H. off Harlan	131	77	61	61
T.H. off Peyton Place	91	57	45	45
T.H. with retail on MLK	5	5	4	3
T.H. @ Town Ctr	4	4	3	3
T.H. west of Holmes	22	18	14	14
Total daily trips produced	**2536**	**1596**	**1277**	**1172**
Commercial Land Use	**# Dwelling Units**	**# Trips**	**Future Total Trips**	**Future Vehicle Trips**
Office @ Town Ctr	43.5	128	96	58
Retail @ Town Ctr	80	542	406	244
Retail at Harlan	30.5	287	215	172
Retail on MLK	11	146	110	88
Total daily trips attracted	**165**	**1103**	**827**	**561**

The projected trips were then considered in conjunction with existing traffic conditions and other transportation improvements proposed under the LCI study. The results can be summarized as follows:

- According to the Highway Capacity Manual (HCM), MLK Drive can best be classified as an urban arterial.

- Based on its measured average travel speed being greater than 19 mph and its peak hour traffic volumes being less than 810 vehicle per hour in each lane, it is estimated that MLK Drive currently operates at level-of-service (LOS) B or better[6].

- Most of the six additional roadways proposed in the Concept Plan will likely require signalization. Additional signals along MLK Drive will reduce the average travel speed along the entire corridor, due to vehicles having to stop at more intersections. Thus, the LOS would be reduced. A more controlled approach to roadside access to MLK Drive will likely offset some of the effects of additional signals.

- Assuming a modest growth rate of 2.4% (for the State of Georgia over the next five years) in background traffic levels (i.e., assuming no

[6] Individual intersections may function at lower LOS (particularly during peak operations). Such an analysis, however, is beyond the scope of the LCI study.

development), MLK Drive would be expected to remain at its current LOS for at least five more years.

- The majority of traffic impact associated with the proposed development will affect MLK Drive and its intersections (existing and proposed). Given the proposed transportation/land use mix in the Concept Plan, it is reasonable to expect that the largest component of new traffic will be associated with trips coming to and from the residences.

- The majority of new trips are associated with the mixed-use development near the MARTA station. These trips will be a mix of:
    - Pedestrian trips among the various land uses;
    - Transit trips originating from the residencies and ending at the office/retail;
    - Vehicular trips to and from residences via MLK Drive and H.E. Holmes Drive; and
    - Vehicular trips to and from office/retail via MLK and H.E. Holmes Drive.

- Significant additional traffic is associated with the proposed single-family units off of Harlan Road. These trips will likely be automobile trips and will affect the intersection of Harlan Road at MLK Drive, and MLK Drive itself.

- From its current LOS, MLK Drive can handle much more traffic. As development in the area increases, MLK Drive will likely require additional traffic signals as previously mentioned to accommodate increased turning movements to and from MLK Drive and the side streets along the corridor. The intersection of MLK Drive and H.E. Holmes Drive will need to be evaluated periodically as development is implemented to assess the effectiveness of signal operations (phasing, timings, etc.). At some point, addition turn lanes would likely be required at the intersection to accommodate traffic to and from MLK Drive and I-20.

Employment and Population

It is projected that the Concept Plan, at build-out, will add the jobs and population to the Study Area as follows:

2012 Employment and Population:

Currently, 2,954 employees work within the area immediately surrounding the Study Area, which is expected to increase to 4,016 by 2012 without the Concept Plan being implemented. An estimated 1,718 employees work within the Study Area. When the Concept Plan is factored into this, 658 new jobs will be added to the Study Area. The following table displays projected employment gains from new retail and office development in the Study Area.

Table 4 Study Area Employment

	Retail	Industrial	Food and Beverage	Personal Services	Office	Total
Existing						
Square Footage	350,000	45,000	30,000	30,000	30,000	485,000
Employees	1,265	30	223	100	100	1,718
Concept Plan						
Square Footage	177,228	0	29,337	19,434	33,500	259,499
Net Employees*	323	-30	219	65	112	659
Total Employment in 2012	**1,588**	**-30**	**442**	**165**	**212**	**2,377**

*Includes net new employees, Concept Plan numbers include some replacement of existing facilities. See Appendix for methodology.

It is estimated that 5,508 people currently live within the Study Area. The Concept Plan will increase this number to 9,971 over the next ten years.

Table 5 Study Area Population

	Single Family	Multifamily
Existing		
Existing Dwelling Units	217	1750
Average Household Size	2.5	2.5
Population	543	4,375
Concept Plan		
Concept Plan Dwelling Units	189	2008
Average Household Size	2.3	2.3
Population	435	4,618
Total Population in 2012	**978**	**8,993**

2027 Employment and Population Forecast:

Forecasting employment and population growth beyond ten years is extremely difficult on the micro-level. Real estate and economic trends are extremely complex and subject to change. Although the Concept Plan is largely based on a ten-year build-out, longer-term forecast can be made based on real estate cycles and the assumption that some existing facilities which reach the end of their economic life will be redevelopment into more intense uses, including the eventual redevelopment of West Ridge Plaza parking areas into residential and retail uses.

Table 2027 Population and Employment Forecast

Year	Employment					Population		
	Retail	Food & Beverage	Personal Services	Office	Total	Single Family	Multifamily	Total
2002	1,265	223	100	100	1,688	543	4,375	4,918
2007	1,314	258	111	134	1,816	674	5,760	6,434
2012	1,588	442	165	212	2,407	891	8,069	8,960
2017	1,691	547	165	212	2,615	978	9,315	10,293
2022	1,691	547	165	212	2,615	978	9,315	10,293
2027	1,691	547	165	212	2,615	978	9,315	10,293